



AL-INVEST IV INFORMS

N°42 - MARCH 2013



AL-INVEST IV - EUROCHAMBRES - Avenue des Arts, 19 A/D - B-1000 Brussels - info@al-invest4.eu



www.al-invest4.eu

CONTENTS

Special Report: TICs sector

Letter from the editor:

Brazil and its SMEs.....1

Special Report:

CeBIT trade fair 2013.....2

Breaking the digital divide.....3

Strengthening international sales.....3

The flourishing of ICT in Argentina.....3

Interview with...

Ricardo Daam Coelho, partner at 'Proelo Software'.....4

Activities

EU- Colombia Webinars.....4

COEXPORT provides training to Salvadoran SMEs.....5

Guatemala participates in the 'Mobile World Congress'.....5

AL-INVEST IV offers a course on innovation and SMEs.....5

COEXPORT prepares its program.....5

Successful cases...

Support for uruguayan exports.....6

Control of cattle traceability in Nicaragua....6

Argentina- Conexas Servicios IT, conquering new markets.....6

The world in Brussels is...

The Vice-President of the European Commission, Antonio Tajani, will lead the task force to boost ties with Brazil.....7

Upcoming events and publications.....7

Contact.....7

Special Report: Information Technology and Communication sector

LETTER FROM THE EDITOR Brazil and its IT SMEs

Brazil, and perhaps all of Latin America, have certain differences when it comes to talking about its people and the way in which business is done. These differences affect the way its people compete abroad and how others are encouraged to negotiate with them.

Through speaking with fellow IT colleagues working with European clients we quickly learned about the high prestige that a professional with a telecommunications career enjoys. This led us to think that the often despised "jeitinho brasileiro" could perhaps be considered to be a Brazilian competitive advantage. In Brazil we've overcome several severe and consecutive crises, and that's the spirit in which our people have learned to live and deal with things. By this I mean that it was necessary to do more with less, to be faster and to deliver sooner. The requirements and scope were changing constantly due to an economy driven by internal shocks and high inflation. We suffered too much in this whole process, we lost decades, but we have come out of it stronger. Our professionals, contrary to general opinion, are very committed to a whole range of projects and put a lot into them from beginning to end. There is no doubt, that among professionals from emerging countries competing in more sustainable markets, the Brazilian professional is highly regarded.

And what can be said about our companies? How do you go about dealing with them and why is it difficult to negotiate with them? Why is business undertaken so slowly? How is it possible that Brazilian companies are less internationalized than others, despite Brazil's huge market power? Well, for that, we have some answers. A few include:

- Our government is too bureaucratic. There are too many laws and too many papers and stamps. Although we are trying to free ourselves from all that, it is a slow process and we have a long road ahead.
- Our tax collection system is one of the most efficient in the world. Within our extensive and somewhat confusing tax system, we manage to collect more and to do it at an increasingly faster rate, which means that our companies have to spend a lot of time on customer service and in trying to understand the legislation.

c) From a business perspective we are developing our domestic market, and focusing on domestic sales, rather than exports. Naturally, there are success stories of Brazilian companies selling abroad, but the focus is on the domestic market.

I would say those are the characteristics of the Brazilian market today. But we are also capable and fast investors. Our culture is defined by knowing how to accept and face new challenges. We are open minded, up to date consumers and consequently we generate new ideas. We are major consumers of the most recognized brands in technology and we are up to date with the latest developments in the world.

With all this I hope we can eliminate some of the internal barriers that we experience such as the legal difficulty to build a software production chain or some problems with labour legislation, particularly with regard to services and markets. Only if these issues are resolved will we be able to look at other countries.

Due to all this, a great opportunity arises for Brazilian IT companies to work as part of a team, alongside others that are more established. The Brazilian and other Latin markets with the same characteristics can find the support needed to reach foreign markets and quickly professionalize them. Also, European and American companies, interested in working with highly efficient people who are open to new techniques, can contribute knowledge and experience here as a way of supporting their own markets.

This time around, as in other crises, we will leave Brazil and Latin America in order to compete in the world. We know the market and the business and we have something very positive and effective to contribute. That's why we are confident about what we do. A little more patience and our structural problems will be softened, which will allow an opening for other business.

Seize the opportunity and get to know our businesses and professionals ... there is still time!

Fabio Bonadiman
Strategic Council President
'Business IT South America' (BITS)



Support to the SMEs' internationalization
in Latin America



This publication has been made with the assistance of the European Union. The sole responsibility for its content lies with AL-INVEST IV and in no case shall it be deemed to reflect the EU point of view.

CeBIT trade fair 2013

AL-INVEST IV was present at the CeBIT 2013 trade fair for the fourth consecutive year. This event, held from 5 to 9 March in Hannover (Germany), is the world's largest trade fair in the Information Technology and Telecommunications sector. The program supported 50 Latin American SMEs through its corporate mission at the show.

Success at the Information Technology trade fair

50 Latin American SMEs were in Hannover

The AL-INVEST IV program participated in the world's largest trade fair



in the Information Technology and Telecommunications sector for the fourth time. CeBIT 2013 took place from 5 to 9 March in Hannover, Germany. It serves as an international platform and covers market trends, the web and new industry products.

The trade fair accommodates a very wide and diverse range of products and technologies, and includes proposed solutions complete with very specific applications.

The event is aimed at industrial users, wholesalers, banks, utilities, government agencies, as well as science and technology lovers.

The AL-INVEST CeBIT 2013 corporate mission supported a group of 50 Latin American SMEs in the process of opening up and reinforcing their position in European markets through the development of a series of activities as part of the fair.



AL-INVEST IV was the showcase for technology available from the Latin American region. The Latin American countries most represented by the mission were Brazil, Mexico and Uruguay.

As in previous years, AL-INVEST IV was the co-organizer of the 'B2B Future Match' encounter, along with the Enterprise Europe Network. Through online software, SMEs could register their interest in participating in business meetings and were able to publish their profiles clearly and

accurately. They could also select the meetings they wanted to attend through the software and accept or decline meetings that had been convened.

The business and technology exchange platform allowed for the selection of some 300 participants from 28 different countries, with special offers and / or bilateral business searches organized throughout the five days of the fair.



The Latin American delegation of AL-INVEST IV was able to enjoy a range of activities organized during the show, including guided tours with "Games" and "Network Security" themes, a workshop on "SAP HANA" and visits to research and development centres.

In order for participating companies to get the most out of the business opportunities at the fair, the AL-INVEST IV program offered a training webinar during the week prior to the fair. This session was attended by the "Cloud computing" and "E-Health" subsectors.



Contact

For more information

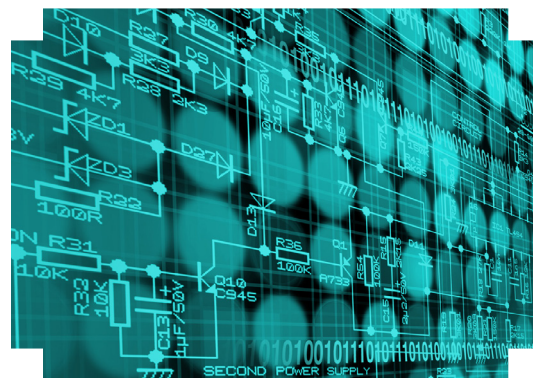
Breaking the digital divide

17-18 April, Costa Rica

The Information Technology and Communication (ICT) sector plays an increasingly important role to improve the productivity and competitiveness of States, both in developed and developing countries.

Costa Rica experiences a digital divide between the SMEs in its region and those counterparts in Canada, the U.S. and Europe, with which it competes in the international market. Therefore, the Chamber of Exporters of Costa Rica (CADEXCO), under the AL-INVEST IV program, prepares training under the heading of “Business Process Innovation for Costa Rican SMEs: emphasis on marketing and internationalization”.

In this workshop, participants will discuss emerging digital technologies, innovation strategies and digital services. An update for the ICT sector in Costa Rica will allow participants to overcome the disadvantages of poor infrastructure, dealing with other languages and the lack of funding.

[Contact](#)[For more information](#)

Strengthening international sales

FIDE, developing skills for the ICT sector

[Contact](#)[For more information](#)

Honduras has developed a series of workshops that have benefited 18 SMEs in the field of information and communication technology, dedicated to the production of tailored solutions software, mobile applications and software as a service.

The Federation of Investors and Exporters of Honduras (FIDE) developed these workshops, in collaboration with the Honduran Association of Information Technology (AHTI) under the AL-INVEST IV program. Giarelli Jorge, President of AHTI, stressed that these activities “have a direct impact on the strength of companies and are a unique opportunity to define the sales of services to international markets in Latin America and Europe.”

Some of these courses focus on how to foster innovation in business, how to leverage the opportunities for the sector arising from the Agreement of Association with the European Union, on technical assistance under ISO 29110 and on the preparation of professionals for certification in ‘Project Management’.

The flourishing of ICT in Argentina

CESSI offers its companies a very full schedule

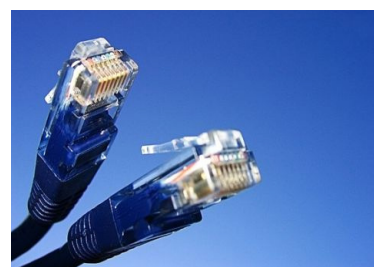
There is no doubt that the Argentinian ICT market has experienced fundamental and sustainable development since Argentina’s economic recovery following the 2001-2002 crisis and despite the 2009 crisis.

According to the latest report published by the Permanent Observatory of Industry Software and Computer Services (OPSSI) of CESSI, sales reached 3.283 billion dollars in 2012. Employment figures also showed growth, reaching 69,200 jobs.

We would emphasise that the enactment of Law 25,856, a Declaration of the production of Software as an Industry, and Law 25,922, Promotion of the Software Industry, has allowed the sector to obtain a policy framework that has not only generated tax advantage, but has also identified it as one of the most dynamic and significant areas of the country’s economy.

CESSI has maintained a very active schedule during the month of March. The first major event took place from 5 to 9 March at CeBIT 2013 in Hannover (Germany). In addition, from 7 to 9 March some Argentinian companies were in Mexico City for the International Franchise Trade Fair (FIF) and between 8 and 17 March some companies attended the South by Southwest Festival (SXSW) in the U.S.

CESSI also supported its companies between 25 and 29 March in ‘Game Connection America’ and the ‘Game Developers Conference’ in San Francisco (USA).

[Contact](#)[For more information](#)

Ricardo Daam, Partner at Proelo Software

Proelo Software is a Brazilian company that develops high added value software tools, which positively impact on the results of industrial enterprises. They were present at the CeBIT 2013 trade fair and to learn more we spoke with Ricardo Daam, partner of the company.



Ricardo Daam, working at CeBIT 2013.

What does Proelo Software do? What services differentiate your business from others?

We implement batch production systems or 'Lean Manufacturing Industry'. What makes us different is that we offer an integrated production management system in a free market commercial relationship network.

The company is based on the premise of 'Lean manufacturing' and 'Just in time'. What does this mean exactly?

These methodologies, applied to industry management, seek to reduce the consumption of inputs and raw materials to achieve the same results, thereby lowering the cost to the company.

Your commitment is to research and develop solutions with the most appropriate technologies. How important is research today?

Currently new technologies are providing solutions with greater functionality and lower prices.

What did it mean for you to participate in the CeBIT 2013 Trade Fair?

It is a place of technological learning, and is associated with the creation of business opportunities.

In this major technology trade show, you share the stage with other companies in your industry. Has it helped you to focus on future improvements in your business?

Yes, it has helped us to focus on bigger challenges and to project an innovative view of our world solutions.

What does your company have that other Latin American companies cannot offer to an American or European company?

We have a unique proposition on network development and industrial management in the fabric of business relationships. Our main attraction is that we work closely with our customers to find out what they need to become more competitive in the international market.

Would you recommend your colleagues to participate in the next edition of CeBIT?

Without hesitation, it is a unique experience that brings rich learning, both professionally and personally.

[Contact](#)
[For more information](#)

Activities

EU-Colombia Webinars

Market access training


[Contact](#)
[For more information](#)

The AL-INVEST IV program proposes two webinars following the Free Trade Agreement between the European Union and Colombia for the month of April: "Access to the European market" and "Access to the Colombian market."

The first webinar will take place on Tuesday, April 9 at 9 am in Bogota (4pm in Brussels). The two-hour session will focus on the agribusiness. It is aimed at Colombian companies and intermediary organizations interested in becoming better acquainted with business prospects in the European market opened up by the Free Trade Agreement.

The second webinar will be delivered in two sessions: April 10 at 9 am in Bogota (4pm in Brussels) in Castilian Spanish, and April 11 at 9 in Bogota (4pm in Brussels) in English. The workshop will focus on the sectors covering machinery and electrical apparatus, wines and spirits, pharmaceutical, chemical and organic, plastic manufacturing, public procurement and export of services. It is intended for intermediate European companies and organizations interested in learning the main elements of the Colombian market.

Those interested can register for the first session up until April 5 and for the second session until April 8.

COEXPORT provides training to Salvadoran SMEs

The objective is to improve exports

The Corporation of Exporters of El Salvador (COEXPORT) has conducted a series of workshops and training courses that have benefited many SMEs in the country, thanks to the AL-INVEST IV program.

In February twenty Salvadoran companies participated in a conference on credit instruments and financial support. The objective of this training course was for SME participants to learn about the possibilities for financial support and the necessary guarantees to qualify.

Also in February, fifteen companies received technical assistance in the marketing of products online, enabling them to have a sales tool to access final consumers anywhere in the world.

Apart from the above, twenty SMEs attended training and technical assistance courses on the design of new quality handicrafts with potential for the EU. This was due to the interest of the European market in this segment, which is why Salvadoran firms are learning about trends and the design of handicrafts focused on furniture and household items.

[Contact](#)[For more information](#)

Guatemala participates in the 'Mobile World Congress'

February 25-28, Barcelona, Spain



Guatemala has participated for the first time in the 'Mobile World Congress', the most important event in the worldwide mobile communications industry. The conference, which was attended by 205 countries and attracted 72,000 participants, presented the latest innovations and developments in the industry through conferences, seminars, debates and 'networking'.

Guatemalan business people participated in the Familiarization Mission, with the support of the Al-Invest IV program. The event achieved 165 new contacts, 90 business meetings and potential business over the medium to long term of a value of €450,000.

[Contact](#)[For more information](#)

AL-INVEST IV offers a course on innovation and SMEs

It seeks to improve the competitiveness of the production fabric

Between April and September AL-INVEST IV is offering a course on "specialized services supporting innovation in small and medium enterprises (SMEs)." It is intended for technicians and managers of organizations supporting SMEs in Latin America and the Caribbean.

[Contact](#)[For more information](#)

The goal is to design and develop policy instruments to improve production competitiveness. The training course has a practical approach and is divided into eight modules. Participants will cover the following topics: innovation ecosystems, management, valuation and marketing of innovation, internationalization of R&D plus innovation and the protection of innovation.

COEXPORT prepares its program

Guidance on export services

The Corporation of Exporters of El Salvador (COEXPORT) has prepared a series of activities for 2013. One of the first dates of the program covers the implementation of technical standards requirements in the hospitality sector for small and medium sized restaurants that are members of the Al-Invest IV program.

Another proposed activity is a training workshop to inform companies about the required tools to enter into new markets and to provide the

skills to enable them to analyse their competition and potential customers.

COEXPORT allows Salvadoran SMEs to receive training to learn all the key factors in developing a business plan and technical assistance to implement it.

[Contact](#)[For more information](#)

Successful Cases

Support for uruguayan exports

Through the International Business Centre, the Chamber of Industries of Uruguay has undertaken the New Exporters Development program. This plan seeks to promote the internationalization of Uruguayan companies as a part of the AL-INVEST IV program.

Both experienced export companies and those that have not yet visualized the path to internationalization may take part. With the collaboration of a team of experts, companies can develop their skills in foreign trade, by defining their products and establishing competitive prices as a part of their commercial strategy.

Firms that have participated in this program refer to it as a turning point, since it provides them with the necessary knowledge and tools to develop a working methodology.

This is the case of Carlos Murissich, of Nutriciencia Food, who says that “the technical level together with the dynamics and level of the group” allowed them to understand concepts that helped to “improve the inner workings of the company at a national level as a first step towards addressing the internationalization of the company”.

[Contact](#)[For more information](#)

Control of cattle traceability in Nicaragua

80 Nicaraguan SMEs use the Tazar- Nic software of Canicarne, Conagan and Faganic, provided under the auspices of the Association of Producers and Exporters of Nicaragua (APEN).

This is a technological tool that facilitates compliance with the cattle traceability system in Nicaragua and enables farmers to undertake efficient productive and reproductive management. It also allows producers to bring their products to more profitable markets.

The system identifies and records every product from birth to the end of the marketing chain. The advantages for farmers range from internet consultations on the state of a farm from anywhere in the world, to the possibility of implementing a new commercial production model in order to export to the EU.

[Contact](#)[For more information](#)

Argentina- Conexas Servicio IT, conquering new markets



CONEXAS SERVICIOS IT began as a partnership initiative between Argentine companies from the ICT sector, sponsored by the Chamber of Software and Computer Services Companies of Argentina (CESSI) and the Argentina Industrial Union (UIA), under the framework of the Al- Invest IV program.

Its main objective is the provision of highly specialized information technology services. The group of seven companies (G & L Group SA, Liveware IS SA, Snoop Consulting SRL, TECSO Coop. Ltd., TPS SA,

Sofrecom Argentina SA and Vemn SA) formed a team of over 2,000 professionals, with experience in various technologies and working methods, exporting to 15 countries.

The group managed to formalize a legal and fiscal status, while it worked on the horizontal integration of the companies, which involved organizing groups by work functions. This interaction has led to a consortium work culture that transcends the individual company.

CONEXAS SERVICIOS IT was launched in late 2012 to participate in various international events, both in the public and private spheres.

[Contact](#)[For more information](#)

The Vice-President of the European Commission, Antonio Tajani, will lead the task force to boost ties with Brazil

José Manuel Barroso, President of the European Commission, has asked Antonio Tajani, Commissioner for Industry and Entrepreneurship, to chair the working group EU- Brazil, as agreed during the last summit between the EU and Brazil. This will address issues specific to the strengthening of economic ties between both regions.

The aim is to address and resolve obstacles to competitiveness and investment. In addition, the working group will focus on exploring the opportunities for industrial cooperation between the EU and Brazil, paying more attention to the most innovative sectors and higher value technology.

The group will also discuss how to strengthen contacts between the business communities in order to promote a better business and investment climate, and how to improve exchanges in the field of innovation, research and industrial development, to strengthen support for SMEs and micro enterprises.



Antonio Tajani. Source: EP

Upcoming events and publications

Events

Training support for the innovation of SMEs
April to September 2013 (online)

Webinar "Access to the European market"
April 9 (online)

Webinar "access to the Colombian market"
April 10 in Castilian Spanish/ April 11 in English (online)

BITS International Business Meeting
May 14-15, 2013, Porto Alegre, Brazil

CSR and SMEs – evaluation, benchmarking and networking week
10-14 June 2013 (CS)

Latin American Academy
24-28 June 2013, Ecuador

More events: <http://www.al-invest4.eu/calendario/656>

Contact

For more information visit our website
www.al-invest4.eu,
or Check our Facebook profile



AL-INVEST IV Services Consortium



@ALINVESTIVCS



ALINVEST4CS

Contact:

info@al-invest4.eu

Share your comments!

Leading editors:

Paolo Baldan, Director of the Coordination team

Simona Obreja, Communication Expert

AL-INVEST IV - EUROCHAMBRES- Avenue des Arts, 19 A/D - B-1000 Brussels -
info@al-invest4.eu

"The AL-INVEST IV Program is one of the most relevant regional economic cooperation programs of the European Commission in Latin America. The main goal of the IVth phase of the Program is to promote social cohesion by supporting Latin American SMEs in their consolidation and internationalization, sharing innovation and knowledge and creating economic relations with their European counterparts".

Publications

Sheets on various ICT subsectors (CeBIT 2013 fair):

[Cloud computing](#)

[E- Health](#)

[Celular and its applications](#)

[Annual Report 2011 AL-INVEST IV](#)

<https://asp-es.secure-zone.net/v2/index.jsp?id=1871/7093/13574&lng=es>